

6/H-82 (xiv) (Syllabus-2018)

2 0 2 3

(May/June)

MEDIA TECHNOLOGIES

(Honours)

(**Communication for Development**)

(MT-601)

(Under Revised Syllabus)

Marks : 38

Time : 2 hours

*The figures in the margin indicate full marks
for the questions*

1. Write short notes on the following : 2×4=8
 - (a) Sustainable development goals
 - (b) Third world
 - (c) Global village
 - (d) Digital divide

2. What do you understand by development communication? Highlight the major indicators of development. 3+4½=7½

D23/1112

(Turn Over)

Or

Discuss the main postulates of modernist approach to development. Highlight the five stages of development as enumerated by Walt Rostow.

$2\frac{1}{2}+5=7\frac{1}{2}$

3. Discuss the alternative approaches to development. $7\frac{1}{2}$

Or

Comment on the role of mass media in development.

$7\frac{1}{2}$

4. What do you understand by participatory approaches to development? Discuss the role of ICT in health communications. $3+4\frac{1}{2}=7\frac{1}{2}$

Or

Explain briefly the role of community radio in social empowerment.

$7\frac{1}{2}$

5. Define traditional folk media. Highlight the characteristics of traditional folk media.

$3+4\frac{1}{2}=7\frac{1}{2}$

Or

What is a communication campaign? List and describe the key constructs of social cognitive theory and explain with relevant examples as how it might be applied to develop effective maternal health or deaddiction interventions.

$3\frac{1}{2}+4=7\frac{1}{2}$
